

CHICAGO, Aug. 31 /PRNewswire/ -- School lunches provide parents with a great opportunity to pack healthier and delicious choices for their children. Kim & Scott's Gourmet Pretzels offer a soft, stuffed, gourmet meal that would put a smile on any student's face.

Since 610 AD, the pretzel has been a tasty snack food. Parents to two elementary school kids and one preschooler, Kim and Scott Holstein, founders of Kim & Scott's Gourmet Pretzels, have passionately transformed the snack into an anytime meal.

"With more than 10 varieties, parent and kids are sure to agree on a lunchtime favorite," says Kim Holstein, president/CEO and Chief Inspiration Officer of Kim & Scott's Gourmet Pretzels. "The 'just thaw and serve' prep is easy enough for on the go parents looking to give their kids a healthier, yummy lunchtime option."

The pretzels can be found in the natural frozen grocery aisles including SuperTarget, Albertson's, Dominick's, Jewel, and Whole Foods Market, among others. To prepare, just thaw and enjoy. While traditional Bavarian and sourdough are available, Grilled Cheese, Pizza, Cheddar and Jalapeno are sure to please even the most discerning young palate. Each all-natural pretzel is made from scratch and twisted by hand. The company is proud that its pretzels are made in a nut-free facility, a great source of whole grains and free from trans fats, preservatives and hydrogenated oils.

"Because our pretzels are made in a nut-free facility kids with nut allergies too can enjoy our pretzels without worrying about any effects on their health," says Holstein.

If a lunch is provided at school, Kim & Scott's Cream Cheese or Egg and Cheese Stuffed pretzels offer up a great start to any school day.

Aside from serving up a scrumptious treat, Kim & Scott's Gourmet Pretzels gives parents another reason to stock up on its product the next time they're at the store. Since the company's inception in 1995, Kim & Scott's has vowed that good will come from every pretzel sale. The company's Pretzels for Peace initiative donates pretzels, time and a portion of its proceeds to organizations that make a positive difference in the world. Some of the organizations that have benefited from Pretzels for Peace include: the ALS Foundation, the Avon Breast Cancer Walk, Breast Cancer Network of Strength (the organization formerly known as Y-Me), Children's HeartLink, Homes for Our Troops, National Heart Association, the Special Olympics, and Trees for The Future. Efforts like this ensure the company lives their mission, to make pretzels with a purpose.

Kim was recently named Entrepreneurial Woman of the Year by the Women's Business Development Center of Chicago. With Kim's entrepreneurial spirit, she and Scott have introduced the Pretzel Dough initiative. Pretzel Dough gives parents another reason to stock up on its product the next time they're at the store. To help raise funds for schools, Kim & Scott's is asking students to collect the pretzel box tops and in return, Kim & Scott's will donate \$.10 for each box top collected by a school. Schools can contact www.kimandscotts.com <<http://www.kimandscotts.com>> to learn more about the program.

Kim & Scott's Gourmet Pretzels was founded in 1995 by husband and wife team Kim and Scott Holstein. Since inception, the company has prided itself on its all natural, twisted by hand soft pretzels made in a nut-free bakery. The pretzels can be found in the frozen grocery aisles of Albertson's, Jewel, SuperTarget, and Whole Foods. Kim & Scott's products and philanthropic efforts were highly praised in 2004 by Fortune Magazine as a company "Breaking Big" and recognized by Inc. 5000 as one of the "fastest growing companies in America." Additionally, they have been deliciously touted by USA Today, Entrepreneur, CNBC's Power Lunch, CNBC's Donny Deutsch's "Big Idea," Food Network's

Dean Brothers and Food Network's Roker on the Road who even called the pretzels "the talk of the Windy City." For the past seven years, the pretzels have been sold on QVC to an audience of more than 87 million.

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